

Multimedia data having, embedded therein by using electronic watermark technique, data that includes first information to be disclosed, and second information for controlling the data to be disclosed is received by a data terminal via a communication network. The data terminal compares the second information included in the received multimedia data with the condition on the data terminal side. At least part of the multimedia data or first information is not displayed or is made illegible on the data terminal according to a result of the comparison of the second information. The multimedia data or the first information is displayed on the data terminal according to another result of the comparison of the second information.